



Data and Privacy File Guides

App install and push notification activity: App install activity

February 2025

File name App Install Activity.csv

File description This file contains information related to user's installation of any application in iOS, such as "first time install", "re-install", "auto update", etc.

Why Apple keeps this information Apple retains this app installation information for financial accounting, reporting, analytics, and fraud detection purposes in connection with the enablement of legally required features and services.

Field Name	Details
App Name	The App from which the user action was taken
Apple ID Number	Apple account identifying number
Application ID	The application bundle identifier
Application Type	Whether the application is a beta version
Client Event ID	The identifier associated with an event that occurred on the user's device
Created Date	Time and date the event was created
Device Identifier	Identifier for the user's device
Device OS Version	The version of operating system of the user's device
Event Date	The date and time on which the activity occurred
External Referral URL	The internet address of the web browser page from which the user was linked into the application
Installation Type	The type of application installation
OS Build Version	The build version of the operating system of the user's devices from which an action was completed
Origin	The source for the content
Platform Name	Name of the device platform from which the action was taken
Software Version	The software version of the application being installed
Store Front Name	The country name associated with the user's account